Foreign Agricultural Service
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Market Brief

Germany: Wine

Germany is one of the largest wine markets in Western Europe with a population of about 82 million people. The relative affluence of its population makes it an attractive outlet for wine exporters from many countries. This Market Brief highlights certain aspects of the German wine market for U.S. exporters to utilize existing market opportunities and properly market their products in Germany.

German Wine Market Highlights

- ! Total German wine sales in MY 1997/98 (Sept/Aug) reached 18.788 million hl. Sales of sparkling wines reached 4 million hl.

- ! In MY 1997/98 sales of foreign wines (excluding sparkling wines) reached 8,139 or 43,3 percent of total wine sales.

- ! Per capita consumption of wines was 22.9 liters in MY 1997/98 with 9.9 liters in foreign wines. Per capita consumption of sparkling wines was 4.8 liters.

- `! Germany is the world's largest importer of wine with imports valued at $ 1.8 billion in 1997.

- ! Sales of U.S. wines increased to $ 22 million in 1997 representing an import market share of about one percent.

- ! U.S. wine exports to Germany mainly consist of high quality red wines followed by white wines in retail size bottles.

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Note: In recent years the U.S. dollar/German mark exchange rate has been as follows:

1991: $1 = DM 1.66;	1996: $1 = DM 1.50;
1992: $1 = DM 1.52;	1997: $1 = DM 1.70;
1993: $1 = DM 1.65;	1998: $1 = DM 1.76.
1994: $1 = DM 1.61;	
1995: $1 = DM 1.43;	

Further exchange rates are for: EURO (i)/German mark: EURO 1 = DM 1.95583,
i /U.S. dollar: i 1 = $ 1.10 (2/23/1999).

Characteristics of the German Wine Market and Production

Germany is the world's northernmost wine growing country. Due to climate and geographics, annual German wine production is confronted with enormous variations in quality and quantity. The country produces mainly delicate, light white wines with low alcohol and some red wines. About 80 percent of the vineyard area is planted with white grape varieties and 20 percent in red varieties. The unique character of German wines is not only a function of grape varieties but also of soil structure and climate. German grapes grow from Lake Constance (Bodensee) in the South, along the Rhine and its tributaries, up to the Mittelrhein near Bonn in the North, and from the border with France in the West to the Elbe river in the East. The entire German wine production area (average around 100,000 ha) is divided into thirteen specific wine-growing regions, each of which produces wines typical for that region.

Domestic wine production is characterized by small-scale viticulture. Two-thirds of the vineyards are part-time enterprises. Seventy percent of growers do not produce wine, but rather deliver grapes to cooperatives for processing. Approximately 80 percent of Germany's wine production is comprised of white wine, and 20 percent is red wine. The market niche for organic wine is growing in Germany.

German wine quality categories are determined by the degree of ripeness at harvest time. The two principal wine quality categories under German wine law are table wines and quality wines. Table wine is made from normally ripe grapes and quality wine from ripe, very ripe or overripe grapes. Table wine types are "German simple table wine" (Deutscher Tafelwein) and higher quality "German special table wine" (Deutscher Landwein). The notion "German" indicates that only grapes grown in Germany are allowed to produce these types of wine. Other table wines may be produced from foreign must.

Categories of quality wines are "quality wine of special areas" (Qualitaetswein bestimmter Anbaugebiete) and "quality wine with special attributes" (German designated quality of Praedikatswein). Germany does not designate special table wine areas; however, quality wines may be marketed as table wines, e.g., if they do not meet standards for quality wines or for marketing reasons.

The German wine market developed positively in 1998. The wine boom was based on a growth in red wine which is very popular in Germany. Obviously the healthy image led to this success. Sales of red wine grew disproportinately until mid-1998. Particularly countries like France, Spain and Italy but also overseas wines profited from this growth while German wines were losing market shares due to lower than average harvests for three consecutive years 1995-1997. The increasing popularity of "new world" wines targets particularly on the four to six US$ market segment. Wine traders believe that oversea wines will have excellent market potential in Germany.

German Wine Imports

Germany is the most attractive wine market for foreign suppliers in the world. The country is the world's largest importer of wine, with imports totaling 11.8 million hectoliters (hl) in 1997. Due to its attractiveness, strong competition is typical for this market. About 89 percent of German wine imports originate from EU member states. Italy, France and Spain are the leading suppliers of wine to Germany and together account for more than 80 percent of imports (see Table 2). Other important suppliers include Macedonia, Bulgaria and Greece; however, these countries mainly supply low-priced wines. U.S. wines compete with high-value EU wines and "new-world" wines. While U.S. wines maintain an import market share of one percent, from 1991 to 1997 the value of German wine imports originating from the United States rose from US$ five million to US$ 22 million in 1997. The average import price for U.S. wines in $/liter increased in the same period from US$ 3.56/liter to US$ 3.80/liter.

Table 1: German Wine and Sparkling Wine Balance (in 1,000 hl, liter), MY 1996/97

	Total	Thereof Domestic	Foreign	Total Wine	Sparkling Wine
Opening Stocks 1/	14,760	9,520	1,709	11,229	3,531
Imports 2/	11,800	-	8,280	8,280	3,520
Production	8,400	8,050	-	8,050	350
Total Supply	34,960	17,570	9,989	27,559	7,401
Exports	2,520	1,364	800	2,164	356
Processing 3/	40	3	37	40	0
Commercial Sales	18,800	7,200	7,600	14,800	4,000
Ending Stocks 4/	13,600	9,003	1,552	10,555	3,045
Total Distribution	34,960	17,570	9,989	27,559	7,401
Per Capita Consumption 5/	22.9	8.9	9.2	18.1	4.8

Note: Marketing Year 1996/1997, (September/August).
1/ As of September 1, 1996.
2/ Excluding distillation wine and wine vinegars.
3/ Distillation and production of vinegar.
4/ As of August 31, 1997.
5/ Theoretical per capita consumption on the basis of 82.1 million inhabitants.

Source: FAS calculations based on: German wine growers association, "Figures, Statistics, Facts 1998", page 27. The most interesting wine market in the world, in: German wine newspaper (DWZ), October 1998, page 3.

Table 2: German Imports of Wines from Selected Countries
(in hl, US$1,000, % of import value, US$/liter)

	1997				1998 (January-October)			
	hl	1,000 US$	%	US$ /l	hl	1,000 US$	%	US$ / l
USA	67,367	25,666	1.43	3.81	77,402	25,550	1.65	3.30
ITALY	4,917,460	603,749	33.66	1.23	3,780,496	517,770	33.44	1.37
FRANCE	3,039,172	693,467	38.67	2.28	2,512,215	581,164	37.54	2.31
SPAIN	1,547,784	220,991	12.32	1.43	1,698,535	194,149	12.54	1.14
MACEDONIA	420,796	22,341	1.25	0.53	395,593	20,016	1.29	0.51
BULGARIA	246,671	20,891	1.16	0.85	216,996	18,524	1.20	0.85
GREECE	212,393	32,848	1.83	1.55	184,278	28,087	1.81	1.52
ROMANIA	208,314	11,998	0.39	0.58	176,837	11,320	0.73	0.64
CYPRUS	203,567	7,834	0.25	0.38	158,522	6,030	0.39	0.38
HUNGARY	201,068	20,118	0.65	1.00	216,905	22,311	1.44	1.03
AUSTRIA	107,258	16,438	0.53	1.53	104,994	16,306	1.05	1.55
PORTUGAL	99,592	21,969	0.71	2.21	116,576	20,459	1.32	1.75
CHILE	95,732	20,470	0.66	2.14	107,799	24,062	1.55	2.23
TUNISIA	76,319	4,915	0.16	0.64	41,518	2,840	0.18	0.68
SOUTH AFRICA	75,352	17,983	0.58	2.39	65,167	14,440	0.93	2.22
TURKEY	73,457	5,210	0.17	0.71	37,931	3,239	0.21	0.85
AUSTRALIA	38,954	13,611	0.44	3.49	32,963	10,688	0.69	3.24
NETHERLANDS	38,355	2,535	0.08	0.66	44,572	4,334	0.28	0.97
CROATIA	32,345	3,620	0.12	1.12	18,996	2,926	0.19	1.54
ARGENTINA	25,294	4,200	0.14	1.66	28,561	4,785	0.31	1.68
OTHER 1/	92,195	22549	1.27	17.68	74798	19169	1.24	2.56
INTRA-EU-15	9,976,596	1,594,683	51.25	1.60	8,469,345	1,367,787	88.35	1.61
EXTRA EU-15	1,842,808	198,629	6.38	1.08	1,622,309	180,382	11.65	1.11
WORLD	11,819,409	1,793,493	100	1.52	10,091,654	1,548,169	100.00	1.53

1/ All other not mentioned.
Source: FAS Bonn, based on data obtained from Federal Office of Statistics.

Table 3: German Imports of Quality White and Red Wines from Selected Countries
(in hl, US$1,000, percent of import value, US$/liter)

	1997				1998 (January-October)			
	hl	**US$ 1,000**	**%**	**US$/l**	**hl**	**US$ 1,000**	**%**	**US$/l**
USA	57,931	21,990	2.2	3.80	60,918	21,784	2.29	3.58
South Africa	52,523	14,979	1.5	2.85	37,817	10,943	1.15	2.89
Chile	54,384	14,793	1.4	2.72	70,547	18,944	1.99	2.69
Argentina	9,619	2,565	0.3	2.67	9,162	2,677	0.28	2.92
Australia	24,905	10,907	1.1	4.38	21,500	8,559	0.90	3.98
New Zealand	2,370	1,401	0.1	5.91	2,084	1,139	0.12	5.46
European Union	4,144,441	914,613	89.5	2.21	3,780	849,384	89.15	2.25
Other 1/	329,908	41,219	4.0	1.25	299,243	39,283	4.12	1.31
Total	4,676,081	1,022,468	100	2.19	4,281,840	952,713	100.00	2.23

Note: Only shipments of wine in bottles of up to 2 liters.
1/ All other not mentioned.

Source: FAS Bonn.

Distribution and Marketing

German retailers generally do not directly import U.S. wines, but rather source their products from a local importer. The local importer is typically prepared to work with U.S. exporters to gain access to the German retail market. An important service provided by the importer is to ensure that products meet all German and European Union (EU) import requirements.

Almost half of German wine consumption is provided by foreign wine, but importing is highly fragmented with small importers specializing in wines from specific geographic areas. To be successful in the German market, foreign suppliers have to know the common distribution channels. The German wine market is divided into three main channels:

- Direct Marketing
- Gastronomy
- Retailers

Direct marketing has a market share of 18 percent in the German Wine market. 2.7 mio. hl of wine are sold directly from the producer to the consumer without any commission business.

The German gastronomic sector is very diversified (small and medium sized companies) with a market share of about 23 percent (3,4 Mio. hl). Gastronomists sell domestic wines (47 percent) but more foreign wines (53 percent).

Most wines, 8.7 mio. hl (59 percent), 5.5 mio. hl foreign wines and 3.2 mio. hl domestic wines, are sold through the retail sector. For foreign wine suppliers the retail channel is the most important way of selling their wines. Only small amounts of foreign wines are sold through direct marketing channels.

Within the retail sector discounters are the most significant distributors (3.5 mio. hl) while consumer markets only account for 2.6 mio. hl. Traditional food retailers and special wine retailers sell 1.8 mio. hl of wine in the German market while the rest is distributed by kiosks, etc..

U.S. Wines in the German Market

In 1997, red quality wines (including rose and white zinfandel) represented 75.4 percent of total U.S. wine sales to Germany while white quality wines made up 22.6 percent.

In the past, U.S. wine has been successful in penetrating the German restaurant and specialty wine shop market (which typically features higher-priced wine) and less so in supplying the lower-price supermarket segment. However, the lower-price (up to $2 per bottle) segment of the German wine market is losing market share while the middle and higher-price segments have increased. The most important market is the $2 to $5 segment as 57 percent of all wine sales fall within this category. Even though U.S. wines have been predominantly available in the higher-priced market segments traditionally, more U.S. wines are now available in the below-$10 segment and can even be found with increasing frequency in discount supermarkets. Today, approximately 80 importers distribute more than 200 U.S. wine brands in the German market.

U.S. wines have developed an increasingly good reputation for quality in the German market but face stiff competition from domestically produced and imported products. German wines, of which the white variety have the best reputation, are heavily promoted by individual wineries, wholesalers and dealers and by the German Wine Institute, Germany's quasi governmental wine promotion organization. Wines from France, Italy and Spain (which comprise the bulk of German wine imports) are also heavily promoted by government and industry-funded organizations as well as major wine traders and dealers. Wines from South Africa, South America and Eastern Europe are increasingly common on the German market and tend to compete most frequently in the low and medium-price categories. U.S. wine is promoted in Germany by the California Wine Institute, the Northwest Wine Promotion Coalition, the New York Wine & Grape Foundation, the Texas Department of Agriculture and individual U.S. wineries as well as by individual importers.

Table 4: German Imports of Selected U.S. Wines (in hl, US$1,000, US$/liter)

	1997			1998 (January-October)		
	hl	1,000-$	$/l	hl	1,000-$	$/l
Champagne and other sparkling wines	203	159	7.84	272	116	4.27
White wines up to 15% alcohol1/	14,430	4,588	3.18	18,611	5,556	2.99
White wines up to 15% alcohol 2/	1,169	80	0.69	2,866	183	0.64
Red wines up to 15% alcohol 1/	43,515	17,422	4.00	43,011	16,402	3.81
Red wines up to 15% alcohol 2/	1,332	164	1.23	7,041	716	1.02
Cocktail wines over 15% alcohol 3/	58	55	9.54	32	43	13.46
Vermouth and other aromatized wines	9	5	5.12	102	27	2.69
Total wine imports	60,702	22,453	3.70	71,231	22,870	3.21

1/ In containers/bottles of # 2 liters.
2/ In containers/bottles of >2 liters.
3/ Sherry and similar wines.

Source: FAS Bonn, based on data obtained from the Federal Office of Statistics.

Labeling and Packaging Requirements

The EU Wine labeling law distinguishes between obligatory and facultative information on the label. Obligatory information must be and voluntary information may be stated on the label. Other information must not be stated on the label. All German imports of wine for retail sale must be labeled in German (multi-language labels are allowed). A specific font size is required for volume, alcohol content, EU-labeling sign and for possible EU blends. The label must be easily legible. In detail, a label must or may show the following:

Labeling of wine from Non-EU countries <u>without</u> geographical information

Obligatory information:

* The declaration "Wein"
* In case the wine is bottled within the EU in containers/bottles # 60 l, name and address of the <u>bottler</u>
* In case the wine is bottled outside of the EU in containers/bottles # 60 l, name and address of the <u>importer</u>

* In case the wine is bottled in other containers/bottles, name and address of the importer
* In case the wine is bottled in other containers/bottles and in case of different sender and importer, name and address of the sender
* The country of origin
* Alcohol content
* Net volume in metric units

Voluntary information

* The declaration “red wine” (Rotwein), “white wine” (Weißwein) or “rosé” (Roséwein)
* A branch name
* The name of the company which is responsible for the marketing of the wine
* Beside alcohol content the alcohol consistency (type of alcohols)
* Usage recommendations for the consumer
* Historical information about the wine, the bottler or another company which participated in the marketing of the wine
* Natural and technical conditions on which the wine is based
* A declaration of an official or officially recognized institution
* The letter “e”, if the packaging fits into 75/106/EWG
* Information about the type of product

Labeling of wine from Non-EU countries with geographical information

Obligatory information:

* The name of a geographical area within the country of origin
* Net volume in metric units
* In case the wine is bottled within the EU in containers/bottles #60 l, name and address of the bottler
* In case the wine is bottled outside of the EU in containers/bottles # 60 l, name and address of the importer
* In case the wine is bottled in other containers/bottles, name and address of the importer
* In case of different sender and importer, name and address of the sender
* The country of origin
* Alcohol content in volume percent

Voluntary information

* The declaration “Wein” with or without the declaration “red wine” (Rotwein), “white wine” (Weißwein) or “rosé” (Roséwein)
* Additional geographical information to underline a regional character, additional quality information

* The name of a variety
* The vintage
* Beside alcohol content the alcohol consistency
* A branch name
* The name of the company which is responsible for marketing the wine
* Application recommendations for the consumer
* Natural and technical conditions on which the wine is based
* The name of the producer to improve the image of the wine
* Quality control number
* A provable award from an official institution
* Historical information about the wine, the bottler or another company which participated in the marketing of the wine
* A declaration of an official or officially recognized institution
* The letter “e”, if the packaging fits into 75/106/EWG
* Information about the type of product

In developing a label, U.S. exporters should recognize that the use of protected European geographical names (e.g., Champagne, Bordeaux, etc.) is restricted by the EU. It is recommended that the wine label bears the grape variety or U.S. regional name.

It is important to note that U.S. wines must be certified as eligible to export to the EU by a lab approved by the U.S. Bureau of Alcohol, Tobacco and Firearms (BATF). For a list of labs approved by the BATF as well as general information on EU import requirements, exporters should contact the BATF (refer to “contacts section,” p.12).

German and EU consumer packaging laws identify mandatory standard retail container sizes for wine. The standard sizes are: 0.1 - 0.187 - 0.25 - 0.375 - 0.5 - 0.75 - 1.0 - 1.5 - 2.0 - 3.0 - 4.0 - 5.0 - 6.0 - 8.0 - 9.0 - 10.0 liters. The most common container size is 0.75 liters.

With the tremendous growth of packaging waste and increasing disposal problems, Germany has established legislation for disposal of packaging materials. In response to this legislation, a cooperative effort for the collection and recycling of packaging materials was initiated. The organization involved is called the “Duales System Deutschland,” and it administers the use of the “Green Dot,” a recycling symbol which is found on the packaging material of virtually all products sold in Germany. While packaging material for products sold in Germany is not legally required to carry the Green Dot, it is almost impossible to market a product in Germany without it. Typically, the importer pays the license fee for the use of the Green Dot. The fee is dependent on the type and amount of packaging.

Tariffs and Taxes

Table 5 decribes the future development of EU wine tariff rates. In addition to these tariffs, sales of wine in Germany (both domestic and imported) are also subject to a 16-percent value added tax. In addition, an excise tax is applied to sparkling wine at a rate of two German marks (approximately $1.25) per 0.75 liters.

Table 5: EU wine tariff rates (in i * per hl, in per % Vol/hl or in %)

CN Code	Description	07/98-06/99	07/99-06/2000	07/2000
2204;1011 to 1099	Sparkling wine $8.5% vol	34.7	33.3	32.0
	In containers #2 liters			
2204;2110	Wine	34.7	33.3	32.0
2204;2111 to 2180, 2176 to 2180	Quality wine #13% vol	14.2	13.7	13.1
2204;2174	Penedés	14.8	14.2	13.1
2204;2181 to 2184	Quality wine >13 but #15% vol	16.7	16.0	15.4
	>15 but # 18% vol			
2204;2187 to 2188	Marsala/Samos/Muscat de Lemnos	20.2	19.4	18.6
2204;2189 to 2193	Port/Madeira/Tokay/Sherry	16.0	15.4	14.8
2204;2194	Other wine	20.2	19.4	18.6
	>18 but #22% vol			
2204;2195	Port	17.1	16.4	15.8
2204;2196	Madeira/Sherry/Setubal muscatel	17.1	16.4	15.8
2204;2197	Tokay	17.1	16.4	15.8
2204;2198	Other	22.6	21.8	20.9
2204;2199	Wine >22% vol	1.90 i / % vol/hl	1.82 i / % vol/hl	1.75 i /. % vol/hl
	In containers >2 liters			
2204;2910	Wine	34.7	33.3	32.0
2204;2912 to 2975	Quality wine #13% vol	10.7	10.3	9.9
2204;2981 to 2984	Quality wine>13 but #15% vol	13.1	12.6	12.1
CN Code	**Description**	**07/98-06/99**	**07/99-06/2000**	**2204;2910**
	>15 but # 18% vol			

2204;2987 to 2988	Marsala/Samos/Muscat de Lemnos	16.7	16.0	15.4
2204;2989	Port	13.1	12.6	12.1
2204;2991 to 2992	Madeira/Sebutal muscatel/Sherry	13.1	12.6	12.1
2204;2993	Tokay	14.2	13.6	13.1
2204;2994	Other	16.7	16.0	15.4
	>18 but #22% vol			
2204;2995	Port	14.2	13.6	13.1
2204;2996	Madeira/Sherry/Setubal muscatel	14.2	13.6	13.1
2204;2997	Tokay	15.4	14.8	14.2
2204;2998	Other	22.6	21.7	20.9
2204;2999	Wine >22% vol	1.90 **i** / % vol/hl	1.82 **i** / % vol/hl	1.75 **i** / % vol/hl
2204;3010	Other grape must in fermentation	34.7%	33.3%	32%
2204;3092 to 3098	Grape must not in fermentation	(1)	(1)	22.4%+131 Ecu/hl +206 Ecu/hl
2205;1010	Vermouth #18% vol, #2 liters	12.9	11.9	10.9
2205;1090	Vermouth >18% vol, #2 liters	1.1 **i** / %vol/hl+7.6	1.0 **i** / %vol/hl + 7.0	0.9 **i** / %vol/hl + 6.4
2205;9010	Vermouth #18% vol, >2 liters	10.7	9.8	9.0
2205;9090	Vermouth >18% vol, >2 liters	1.1 **i** / % vol/hl	1.0 **i** / % vol/hl	0.9 **i** / % vol/hl

(1) Varies according to entry price per hl and season of the year.
* **i** 1 = $ 1.10 (2/23/1999).

Source: German Federal Office of Statistics

Trade Fairs

In Germany, trade fairs play a key role in presenting new products to the trade or in finding additional buyers and importers. The major German trade fairs for foreign wine traders are:

ProWein (Each year in March)
Duesseldorfer Messegesellschaft GmbH - NOWEA Tel: (49-211) 4560-01
Stockumer Kirchstr. 61 Fax: (49-211) 4560-668
40474 Duesseldorf, Germany http:\\www.tradefair.de

This is a successful international exibition for wine and other alcoholic beverages particularly for wine experts.

INTERVITIS INTERFRUCTA:
(Takes place every three years, next fair in 2001)
Messe Stuttgart International Tel: (49-711) 25 89-0
Postfach 10 32 52 Fax: (49-711) 25 89-626
70028 Stuttgart, Germany http://www.messe-stuttgart.de

This is an international trade exhibition for viticulture and enology, cultivation and processing of fruit, bottling and packaging techniques. It is organized by the German Wine Association.

In addition, there are several key international food and beverage trade shows held in Germany (e.g., ANUGA, INTERNORGA, INTERGASTRA and IMEGA) which have special sections for beverages, including wine. U.S. exporters interested in exhibiting at a German trade show may contact the ATO in Hamburg (ATOHamburg@fas.usda.gov) for further information.

Contacts

U.S. contacts:

Information on EU import requirements, as well as a list of approved certifying laboratories, is available from the Bureau of Alcohol, Tobacco and Firearms:

Bureau of Alcohol, Tobacco and Firearms (ATF)
Alcohol Import-Export Branch
650 Massachusetts Ave., NW
Washington, DC 20226
Tel: (202) 927-8110
Fax: (202) 927-8605
E-mail: alcohol/tobacco@atfhq.atf.treas.gov
http://www.atf.treas.gov

Information on EU and German market trends and opportunities for wine is available from the Wine Institute of California office in the Netherlands:

Wine Institute of California
Prins Bernhardlaan 10
Postbus 208
2400 AE Alphen a/d Rijn, Netherlands
tel: (31-172) 471-571
Fax: (31-172) 475-545
http://www.wineinstitute.org

The Northwest Wine Promotion Coalition Contact
Steve Burns, Executive Director
500 Union Street, Suite 945
Seattle, WA 98101
Tel: (206) 667-9463
Fax: (206) 583-0573

New York Wine & Grape Foundation
350 Elm Street
7Penn Yan, NY 14527
Tel: (315) 536-742
Fax: (315) 536-0719
http://www.nywine.com

Texas Department of Agriculture
Marketing Division
P.O.Box 12847
Capitol Station
Austin, TX 78711
Tel: (512) 475-1663
Fax: (512) 463-9968

German contacts:

The German wine import trade is represented by the German Association of Wine and Spirit Importers in Wiesbaden, Germany. In addition to services for members, it also publishes sales offers by foreign suppliers in its weekly trade newsletter to members.

Bundesvereinigung Wein- und
Spirituosen e.V.
Sonnenberger Str. 46
65193 Wiesbaden, Germany
Tel: (49-611) 521-033
Fax: (49-611) 599-775

The German Wine Association represents the German wine industry (i.e., growers and wineries). It provides a good forum for political and trade contacts and is a valuable source for information on German wine production, wine law and wine labeling.

Deutscher Weinbauverband e.V.
Heussallee 26
53113 Bonn, Germany
Tel: (49-228) 221-401
Fax: (49-228) 261-683
E-mail: dwv-bonn@t-online.de

The German Wine Institute is the official wine promotion board for German wines, both in Germany and abroad. It is financed by the German Wine Fund through check-off programs and sponsored activities (e.g., sales and promotional materials). Some of its activities and materials, e.g., seminars and reports, may be of interest to U.S. exporters in gaining insights into current market trends.

Deutsches Weininstitut GmbH
Gutenbergplatz 3-5
55006 Mainz, Germany
Tel: (49-6131) 282-9-0
Fax: (49-6131) 282-920

Foreign Agricultural Service

The Foreign Agricultural Service (FAS), USDA, assists exporters interested in marketing their products in Germany. FAS maintains two posts in Germany. The Office of Agricultural Affairs, which is located in the U.S. Embassy in Bonn, oversees all USDA activities in Germany, and can provide information regarding German import requirements for wine. The FAS Bonn office can be contacted as follows:

Office of Agricultural Affairs	Tel: (49-228) 339-2133
American Embassy/Bonn	Fax: (49-228) 334-697
PSC 117, Box 385	E-Mail: agbonn@fas.usda.gov
APO AE 09080-0385	http://www.usembassy.de/embassy/fas

The Agricultural Trade Office (ATO), which is located in the U.S. Consulate-General in Hamburg, has primary responsibility for coordinating FAS marketing activities in Germany. Facilitating trade contacts between U.S. food and beverage suppliers and German importers represents a major ATO marketing function. The ATO can also supply U.S. exporters with basic market information, including a list of German wine importers. The ATO can be contacted as follows:

U.S. Agricultural Trade Office	Tel: (49-40) 4146-070
Alsterufer 28	Fax: (49-40) 4146-0720
20354 Hamburg	E-Mail: atohamburg@fas.usda.gov
Germany	http://usembassy.de/atohamburg

The U.S. Trade Assistance and Promotion Office (TAPO) in Washington, D.C. can provide basic export assistance and information on trade fairs and other export services.

TAPO	
STOP 1052	
U.S. Department of Agriculture	Tel: (202) 720-7420
Washington, D.C. 20250-1052	Fax: (202) 690-4374

Information on programs and trade services is also available through the FAS Home Page on the Internet at:

http://www.fas.usda.gov